

SPOTLIGHT

A large bridge with many pillars spanning a valley, with a dirt road in the foreground. The bridge is a multi-lane highway bridge with numerous concrete pillars supporting it. The landscape is dry and hilly, with some green vegetation in the foreground. The sky is clear and blue.

NEWS
for the
PEOPLE of
CHULA
VISTA

Gearing up for a smooth ride

THE WAIT IS ALMOST OVER! We're just days away from opening the South Bay Expressway—the 10-mile express toll road extending from SR 54 in Spring Valley to SR 905 in Otay Mesa.

The state-of-the-art tollway, San Diego County's first, is expected to dramatically reduce traffic congestion and travel times for South Bay commuters. Drivers can easily shave 20-25 minutes off their commutes from Spring Valley to Otay Mesa. And Chula Vistans headed to the Otay Ranch Town Center will now have a fast, direct route to their favorite stores and restaurants.

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Toll Schedule

Northbound		
Origin / Destination	FasTrak*	Cash
From Otay Mesa Road to SR-54	\$3.50	\$3.75
From Otay Mesa Road to Birch Road, Olympic Parkway, Otay Lakes / Telegraph Canyon Road or East H Street	\$2.50	\$3.75
Any local trip between Birch Road and East H Street	75c	\$2.50
From Birch Road, Olympic Parkway, Otay Lakes / Telegraph Canyon Road or East H Street to SR-54	\$2.00	\$2.50
From San Miguel Ranch Road to SR-54	\$1.50	\$2.00

Southbound		
Origin / Destination	FasTrak*	Cash
From SR-54 to San Miguel Ranch Road	\$1.50	\$2.00
From SR-54 to East H Street, Otay Lakes / Telegraph Canyon Road, Olympic Parkway or Birch Road	\$2.00	\$2.50
Any local trip between East H Street and Birch Road	75c	\$2.50
From East H Street, Otay Lakes / Telegraph Canyon Road, Olympic Parkway or Birch Road to Otay Mesa Road	\$2.50	\$3.75
From SR-54 to Otay Mesa Road	\$3.50	\$3.75

Created to accommodate the rapid growth in Chula Vista and the region, South Bay Expressway is a vital transportation asset that connects communities across eastern Chula Vista and provides direct access to downtown San Diego, Sorrento Valley, Interstates 8 and 15, Otay Mesa and Mexico.

"This is truly a unique and historic project," said Greg Hulsizer, South Bay Expressway's CEO. "It's been a long time coming, and we couldn't be happier that it will soon be a reality. We're looking forward to putting the fun back in driving by providing a reliable, scenic, stress-free drive."

When it opens, the tollway is expected to ease overcrowding on gridlocked arterial and surface streets in the city's eastern neighborhoods. "This highway will dramatically improve access to our eastern neighborhoods and will provide a long-awaited boost to our commercial centers," noted City Manager David Garcia.

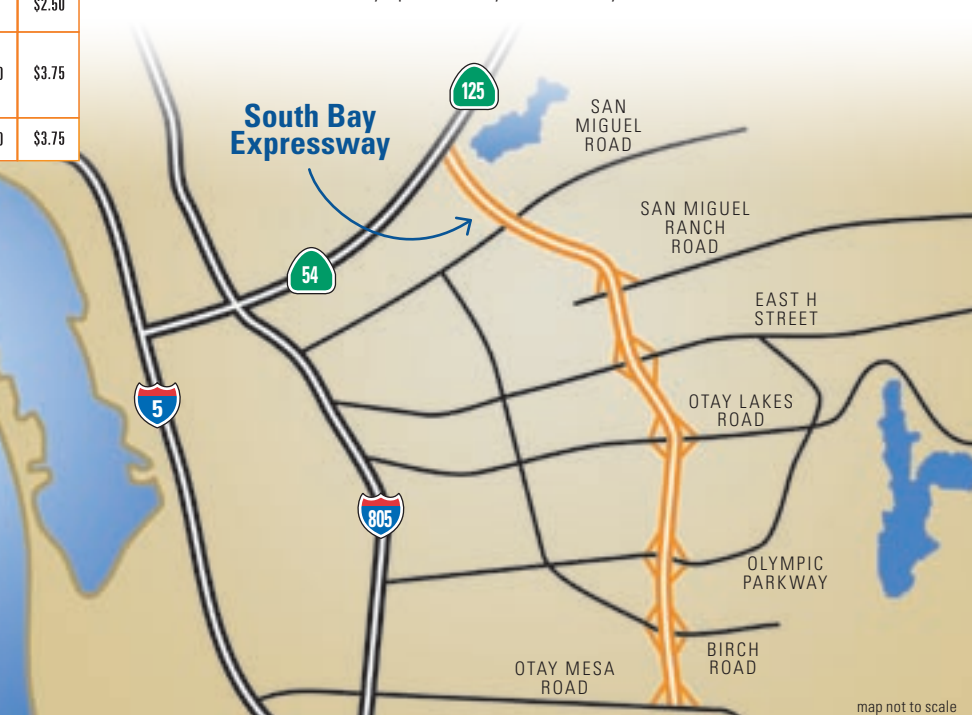
With interchanges located at San Miguel Ranch Road, East H Street, Olympic Parkway,

Otay Lakes Road and Birch Parkway, South Bay Expressway will offer fast, convenient access to shopping centers and other destinations in demand—Southwestern College, EastLake Design District, the U.S. Olympic Training Center and the Chula Vista Golf Course.

To make life even easier, South Bay Expressway offers FasTrak®—an electronic transponder that automatically deducts tolls from a prepaid account, so you never have to stop at a tollbooth. Those who open FasTrak accounts before September 30 will receive \$25 in toll credits and two weeks of free unlimited driving on the Expressway! You can sign up online at www.southbayexpressway.com or by calling the new Customer Service Center at (619) 661-7070. The expressway will feature a Courtesy Patrol to provide assistance to drivers who get a flat tire or break down on the Expressway—free of charge.

"We hope all Chula Vista residents will come out and celebrate the opening with us," declared Hulsizer. "We have some exciting events and activities in store."

See you on the road. 🌊



Around Town...

Fall into Recreation

It's not too late to register for fall recreation classes. The fall session starts September 24 and ends December 8. To sign up, visit any of our ten recreation facilities or two aquatic centers, or register online by September 22. We offer a variety of fun, affordable classes and programs for all ages, and a number of free special events. In addition, you can rent rooms in our facilities for your wedding reception, birthday party, family reunion, or other special occasion. To register for classes or to learn more about our Department of Recreation, visit the City's website at www.chulavistaca.gov.



National Wildlife Refuge Week

Visit the Chula Vista Nature Center for free on October 13 to celebrate National Wildlife Refuge Week. Birding tours, kids' activities and crafts, special guest speakers and performers, and firefighting demonstrations are among the activities scheduled for the one-day celebration.

This special day begins at 7 a.m. at the Nature Center, located at 1000 Gunpowder Point Drive, Chula Vista.

National

Wildlife Refuge Week commemorates and recognizes the wonders and significance of the National Wildlife Refuge System, which is comprised of nearly 550 refuges. Celebrations throughout the country are scheduled the week of October 8 through 14. For more information, call the Nature Center at (619) 409-5900.



Business Energy Savings

After great success installing energy efficient lighting in South Bay restaurants, the City of Chula Vista/ SDG&E EmPower Partnership's programs are expanding to include all types of Chula Vista businesses. If you have an office, shop, or other business, our auditors will replace your old, inefficient lighting with energy-efficient CFL light bulbs. We offer a wide range of bulbs—reflector, dimming, and decorative—free of charge.

Only 5% of the energy used by old incandescent light bulbs becomes light; the other 95% is wasted as heat. Not only will you be cutting your lighting costs by 70%, you might get a break on your air conditioning costs as well! Call the Department of Conservation for an appointment at (619) 409-3887 or e-mail conservation@ci.chula-vista.ca.us.

Green Is Good

The City is hosting another Go Green & Clean event on Saturday, October 6 from 1 to 5 p.m. at the Otay Ranch Town Center (in the parking lot off Birch Road). This free community event allows Chula Vista residents to conveniently drop off electronic waste, household batteries, old fluorescent bulbs, and exchange mercury thermometers for digital and incandescent bulbs for fluorescent. Each household may replace up to five incandescent bulbs—75 watts or higher—for energy-efficient models. To participate, residents need a valid California ID and current SDG&E bill.

For residents in southwestern Chula Vista, a lighting exchange will be held on Saturday, October 27 from 10 a.m. to 2 p.m. at the South Chula Vista Library, 389 Orange Avenue.

Beautify Chula Vista Day

Volunteer to beautify our city on Saturday, October 6 from 8 a.m. to noon. Participants will pick-up litter, remove graffiti, plant shade trees, stencil storm drains and clean up Chula Vista. The event kicks off at Harborside Park, located at 610 Oxford Street. All participants will receive a free commemorative T-shirt and refreshments. Register online

at www.BeautifyChulaVista.org. Sponsored by the City of Chula Vista and I Love a Clean San Diego. 🌸



Easy Reading

ARE YOU LOOKING FOR a fun and easy way to enjoy books at the beach, on a walk or a run? Try the latest from the Chula Vista Public Library—its new digital audiobooks. Offering a variety of titles ranging from popular best sellers and classics, to options for children and teens, these books are simple to use.

“Digital audiobooks are compact—like an iPod or MP3 player—but don’t require time spent on downloading,” said Branch Manager Stephanie Loney. “Users only need simple earpieces to listen.” Initially the library will have about 400 titles, including current popular items, such as *Kite Runner* by Khaled Hosseini, *Angels & Demons* by Dan Brown, and *The Innocent Man* by John Grisham.



Digital audiobooks can be borrowed for three weeks, and guests who don’t have their own headphones may purchase them at the library for \$2. For more information, go online at www.chulavistalibrary.com.

For the younger crowd, the library has weekly story times at each branch—check the library’s website for a full schedule or call (619) 691-5069. On Sept. 25, the Recreation Center story times will return at the following locations: Monteville Recreation Center, Tuesdays at 10 a.m., Salt Creek Recreation Center, Tuesdays at 11 a.m. and Veterans Park, Fridays at 10:30 a.m. 🐣



Home Grown

In this special feature, Spotlight helps you discover some of Chula Vista’s new businesses—often family-run—opening across the city.

DESSERT BUFFS from around the region are discovering Edwin Real’s European style bakery in Otay Ranch. They come as far away as Ramona and Carlsbad to taste his mouth-watering crème brulee and signature éclairs. His bakery, *Eduard—A Taste of Europe*—is tucked away in a corner of Heritage Towne Center, a series of new storefront businesses that line East Palomar Street in the Village of Heritage.

Real enjoys life in the village and the sense of community there. While living in France, he came to appreciate the small neighborhood bakeries that are an important part of everyday life. “We genuinely know 75 percent of the people who walk in here,” he noted. “It’s the idea of being integrated in the community. It’s not like being in a mall where all the faces change.”

An array of decadent desserts in glass cases—napoleons, cream puffs, macaroons, tarts and tortes—tempt anyone who ventures inside the shop. In fact, it was Real’s honey lemon tart with Italian meringue that brought him to the attention of Ron Oliver, one of the county’s best known chefs. Orders from the Marine Room in La Jolla

launched the small bakery’s wholesale business, which specializes in high-end desserts for up-scale restaurants.

“What we do is take a classic recipe and tweak it,” said Real, who loves to experiment in the kitchen, but admits he has had no culinary training. While working as a director of technology for an insurance company, Real decided to change his career path. “I knew I didn’t have 20 more years of corporate life in me.” So, he bought his own business, an established European bakery. Since then, this Otay Ranch entrepreneur has branched out, adding a specialty catering business—Real Realm LLC—to his business portfolio.

Knowing how small businesses often struggle to stay afloat, Real supports other local companies. He buys strawberries from a grower in Chula Vista and orders organic lemons from a farm in Lakeside. Even his website was designed by a local company—Fresh Graphic Designs. Visit www.eduardbakery.com to learn more about *Eduard—A Taste of Europe*! 🍷



Clean Streets

WOULD YOU LIKE TO KNOW when your street is scheduled for sweeping? Find out by checking the city's home page at www.chulavistaca.gov/goto/streetsweeping or calling the Public Works Department at (619) 397-6000.

Your street is cleaned once a month by a private contractor hired by the city. If cars or trucks block access to the curb on



street sweeping day, the street isn't cleaned. And the city is still charged for the service. You and your neighbors can help keep streets clean by moving vehicles or other obstacles on the designated cleaning day.

You can also help by reporting infrastructure defects—potholes, sidewalk hazards, damaged curbs and gutters, trash and city trees in need of trimming.

Our goal is to identify problems and correct them right away. We need your eyes and ears to make our community a better place to live. 🍀

Safe City Project

TARGET AND 50 OTHER public and private partners have teamed up with the Chula Vista Police Department to launch the "Safe City Project," a program designed to reduce crime and public safety concerns in designated commercial areas.

The program, which focuses on the northwestern area of the city and the southwestern tip of National City, is aimed at discouraging panhandling and auto theft, among other challenges. Adding private security bike patrols, improving lighting and introducing better signage are just a few of the tools that will be used to make the focus neighborhood safer.



Target Corporation has donated \$100,000 to the effort. Other contributors include the American Assets Real Estate Group, Farmers Insurance, North Island Credit Union, and Wal-Mart. Over the past several years, Target has helped establish the Safe City crime-fighting program in other communities across the country with impressive results; car theft and other crimes have been significantly reduced in "Safe City" areas.

For more information on Chula Vista's program, contact Sgt. Joe Cline, at jcline@chulavistapd.org. 🍀

Did You Know?

- All cats, dogs and rabbits adopted from the Chula Vista Animal Care Facility come with a microchip that includes the necessary information needed to reunite owners and lost pets. Visit the facility to microchip your pet for only \$15.
- Most of the alarm calls in Chula Vista—99% (7,000 last year)—are false alarms. That's why penalties and alarm permit fees are going up. By raising fees, CVPD hopes to generate enough money to at least partially offset the cost of the alarm program.
- The City is accepting applications for its second Citizens' Leadership Academy next spring. In the academy, participants get an inside look at city programs, services, policies and issues. Interested? Send an e-mail to cla@chulavistaca.gov.
- Pouring used cooking oil down the drain can be a disaster! It clogs the sink and pollutes our waterways. If you're planning to deep-fry Thanksgiving turkey this year, pour the used cooking oil into a covered container. Call Allied Waste at (619) 421-9400 two days before your regular trash day for free collection. Or bring it to the Household Hazardous Waste Facility, 1800 Maxwell Road, on Saturdays from 9 a.m. to 1 p.m.

Fall Festivities



Taste of Third Avenue and Art Walk:

Take a self-guided walking tour of downtown Chula Vista and dine on savory cuisine from local restaurants. View displays from local artists and experience the history and charm of Third Avenue at 5 p.m. on Thursday, September 27. For ticket information and details, call the Third Avenue Village Association at (619) 422-1982.

Bonitafest: Have fun at this annual autumn festival September 29 that features a parade with marching bands, crafts, games and food booths. The celebration runs from 9 a.m. to 5 p.m. on Bonita Road between Otay Lakes and Willow Road. Sponsored by the Bonita Business and Professional Association (619) 472-0033.

Fire Department Open House: Bring the family to see fire engines, an interactive fire prevention trailer and live demon-

strations at the Chula Vista Fire Department's annual Open House on Saturday, October 6. From 10 a.m. to 2 p.m., tour the facility, exhibits and equipment at Fire Station #4, located at 850 Paseo Ranchero. Don't miss the opportunity to meet our local heroes and learn more about the services they provide.



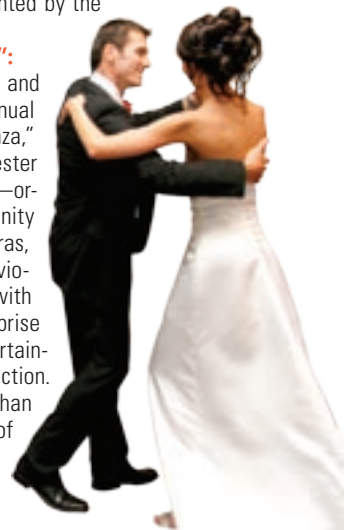
Wine Taste Chula Vista: Sip

wine and munch on tasty treats at the

Fifth Annual Rotary Wine Taste Chula Vista Saturday, October 6 from 5-8 p.m. at the Salt Creek Golf Club. This popular event features signature samples from exclusive restaurants and wineries, a car show and live entertainment. Tickets—\$45 in advance and \$55 at the door—may be purchased online at www.winetaste-chulavista.com or by calling (619) 934-6107. Participants must be 21 years or older to attend. Presented by the Village Card Room.

"Dancing with Our Stars":

Dance the night away with city and community leaders at the ninth annual "Change Their Lives Extravaganza," Saturday, October 27 at the Manchester Grand Hyatt San Diego. The event—organized by South Bay Community Services—benefits Casas Seguras, a shelter for victims of domestic violence. This year's theme, "Dancing with Our Stars," features local stars, surprise productions, a silent auction, entertainment, a fashion show and live auction. Last year's event attracted more than 700 people and helped hundreds of families. For more information, call (619) 420-3620. 🍷



CHULA VISTA SPOTLIGHT



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The Chula Vista Spotlight newsletter is published five times per year and is distributed as a public service to residents and businesses by the City of Chula Vista. Copies are also available at various locations around the city. Send comments or inquiries to the Office of Communications, City of Chula Vista, 276 Fourth Avenue, Chula Vista, CA 91910. The city's Web page address is www.chulavistaca.gov

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